RJR RESPONSIBILITY:	JIM MERUSI
VM #:	47446
DATE:	(REVISED 7/18/97)

CHAIN NAME :STORE 24
CID #:0949-XX-XX

3RD QUARTER 1997
WORKPLAN

CHAIN AUTHORIZATION:	BOB EDDY
TITLE:	BUYER
PHONE #:	617-891-8880

MONTH	JULY					AUGUST				SEPTEMBER			
WEEK OF	6/30	7/7	7/14	7/21	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22
RJR FULL PRICE PROMOTION	NO ACTIVITY AT ANY TIME					NO ACTIVITY AT ANY TIME				NO ACTIVITY AT ANY TIME			
RJR SAVINGS PROMOTION	NO ACTIVITY AT ANY TIME					NO ACTIVITY AT ANY TIME				NO ACTIVITY AT ANY TIME			
RJR PRIVATE LABEL PROMOTION	LEGEND ENSURE PROPER ADV. AND PRICE COMMUNICATION					LEGEND ENSURE PROPER ADV. AND PRICE COMMUNICATION BEGINS 8/15/97 LEGEND 20 CENT OFF PER PACK $2.00 OFF PER CTN				LEGEND ENSURE PROPER ADV. AND PRICE COMMUNICATION LEGEND 20 CENT OFF PER PACK $2.00 OFF PER CTN ENDS 9/25/97			
RJR WORK PLAN PROMOTIONS	ABSOLUTLEY NO PROMOS AT ANY TIME					ABSOLUTLEY NO PROMOS AT ANY TIME				ABSOLUTLEY NO PROMOS AT ANY TIME			
RJR POINT OF DIFFERENCE Y	NONE THIS QUARTER												
INITIATIVES / TEMP DISPLAY/ INTRODUCTIONS						WINSTON TEMP. 20 PACK DISPLAY AUTHORIZED 8/4/97 THRU 12/31/97				WINSTON TEMP. 20 PACK DISPLAY AUTHORIZED 8/4/97 THRU 12/31/97			
NOTES	PM EXCLUSIVE												

	Sales		Retail
1221		1222	
1222		1223	
1223		1226	
1224	Z	1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

JB

R.J.Reynolds ID:508-435-2658 JUL 21'97 8:49 No.012 P.01

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